



Social Media as Your Ally

Lizabel Stella

Social Media & Digital Content Manager

BLANTON MUSEUM OF ART



@blantonmuseum

@lizabelstella (Twitter)



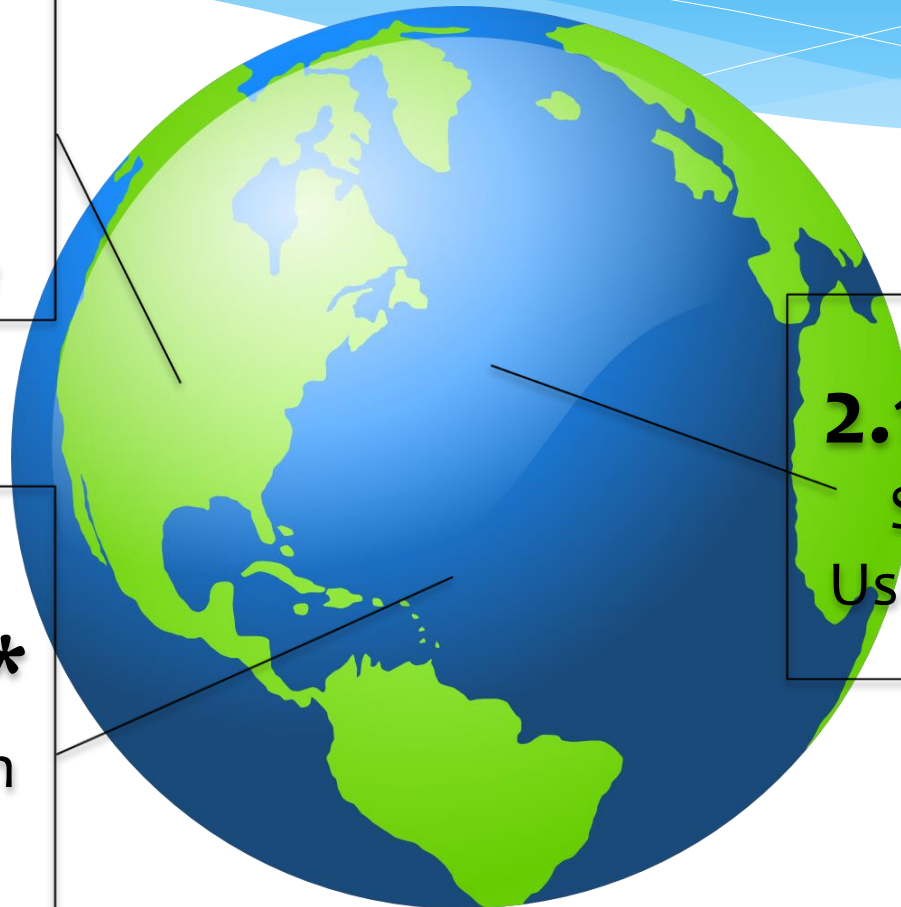
Agenda

- Social Statistics
- The Sum of its Parts
- The Blanton: Then & Now
- Social as your Shop Front
- SNAPCHAT: Is it right for my business?
- Case Study: Ellsworth Kelly's *Austin*
- Sixty-Minute Social
- Tips & Resources
- Staying Sane

Social Statistics

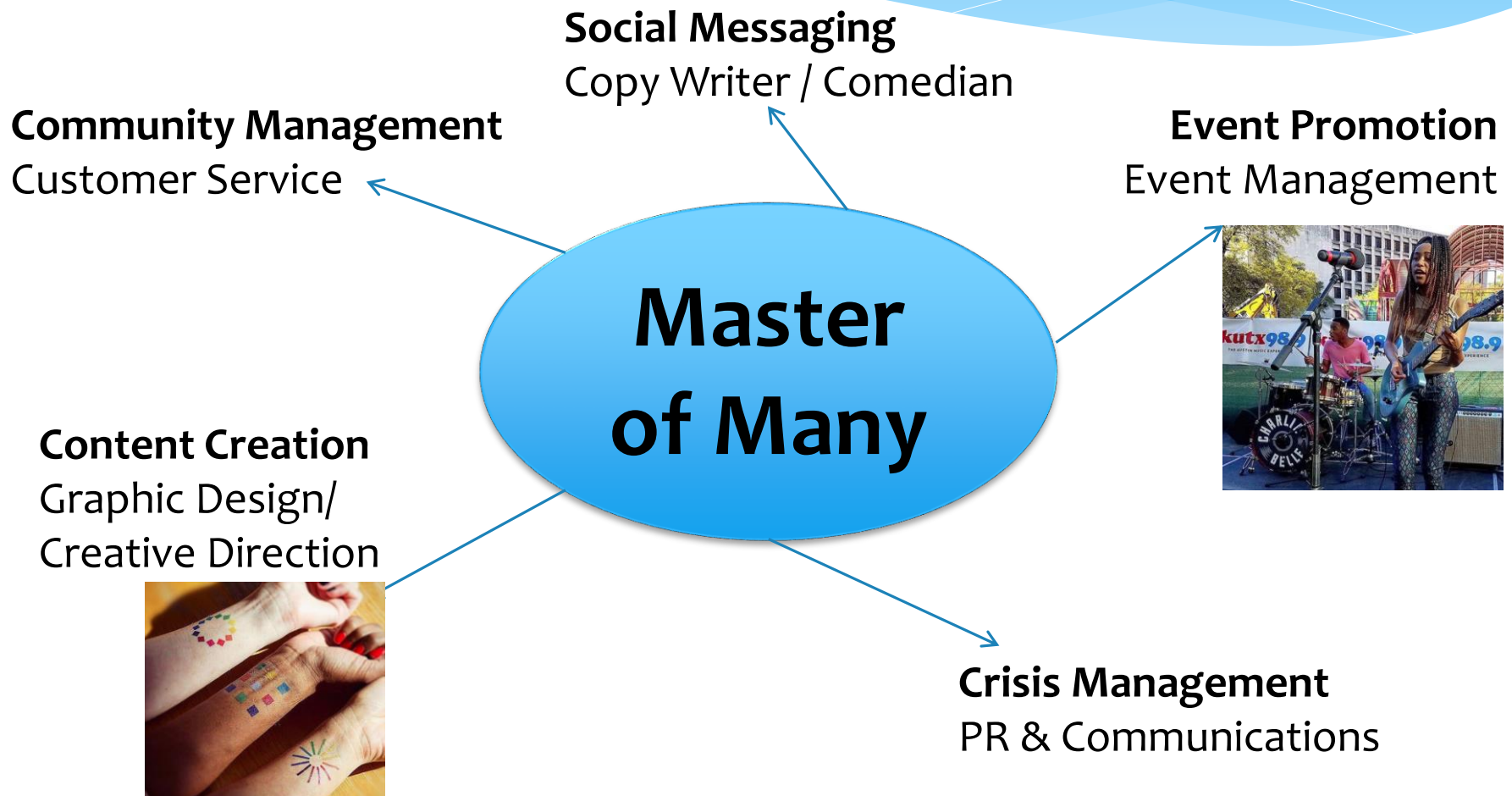
214 Million
Americans
with a
Social Media Profile

65 Million*
businesses with
a FB Page



2.13 billion*
Social Media
Users Worldwide

Social Media: The Sum of its Parts



BLANTON MUSEUM OF ART

Our Audience: Then & Now*

Social Media Platform	2017	2018	%
Facebook	31,557	36,549	+15.8%
Twitter	14,766	16,005	+8.3%
Instagram	19,276	26,412	+37%

2018 & Beyond

- Revise Paid Strategy
- Increased Focus on Content Creation
- Increased use of Instagram Stories

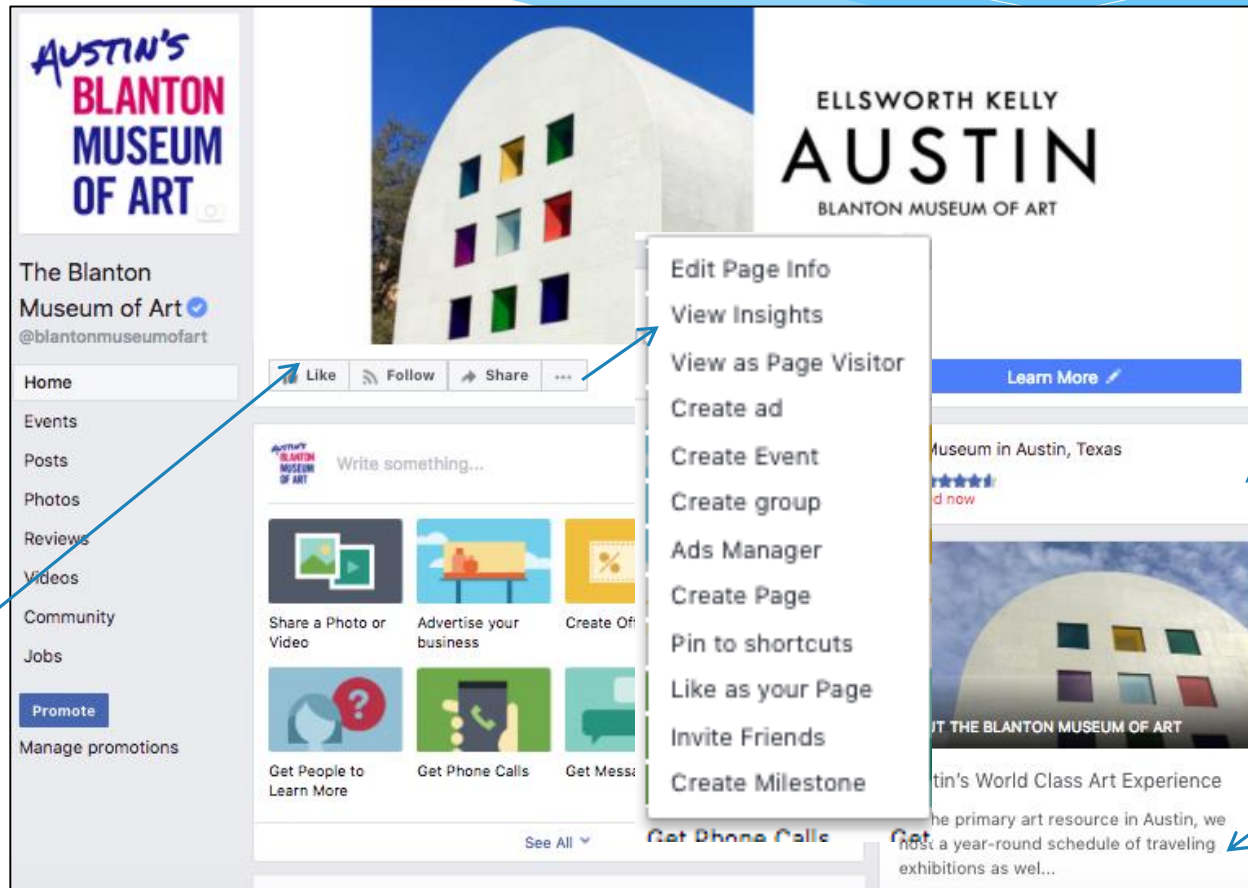
*Stats taken end of March 2018

Social as your Shop Front

- * **WEBSITE** – Add Social Plugins to your Home Page
- * **PRINT MATERIALS** – Add your social handle to leaflets, print ads, posters etc.
- * **BUSINESS CARDS**
- * **PRESENTATIONS**
- * **ON LOCATION**
- * **CREATE A UNIQUE HASHTAG**



Facebook



Suitable
profile
pic

Mobile
optimized
cover
photo

Keep
category
informative

Write a
compelling
"Story"

Twitter



Fitted
Profile
pic

Mobile
optimized
cover
photo

Summarize
what you
are/stand
for in your
bio.

Incorporate
hashtags.

Insert
website
link & any
other link

Consider
pinning an
important
tweet



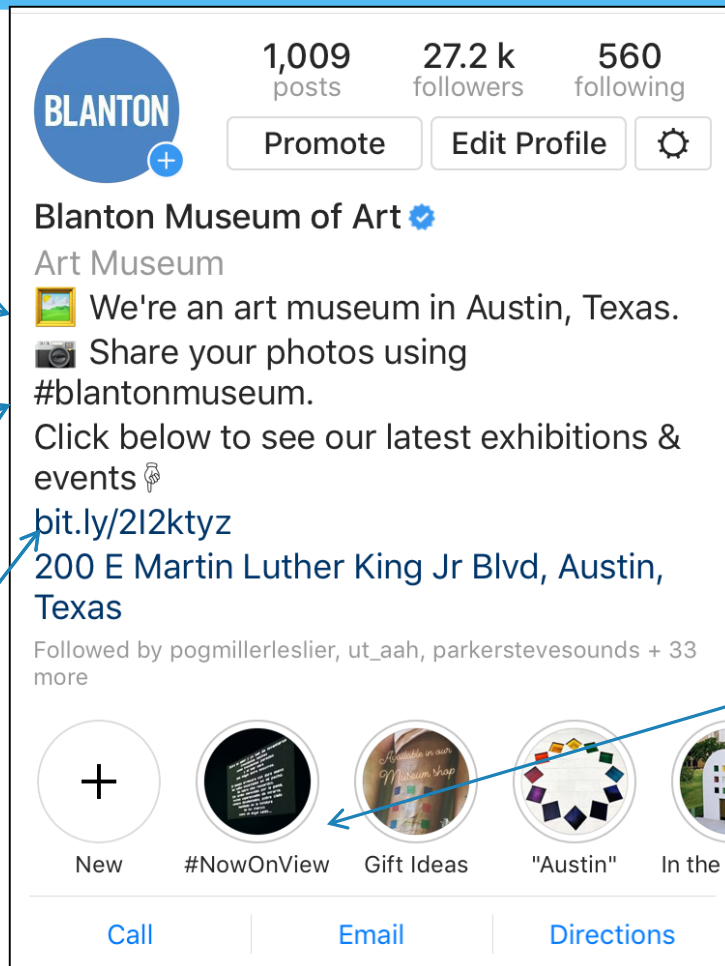
Instagram



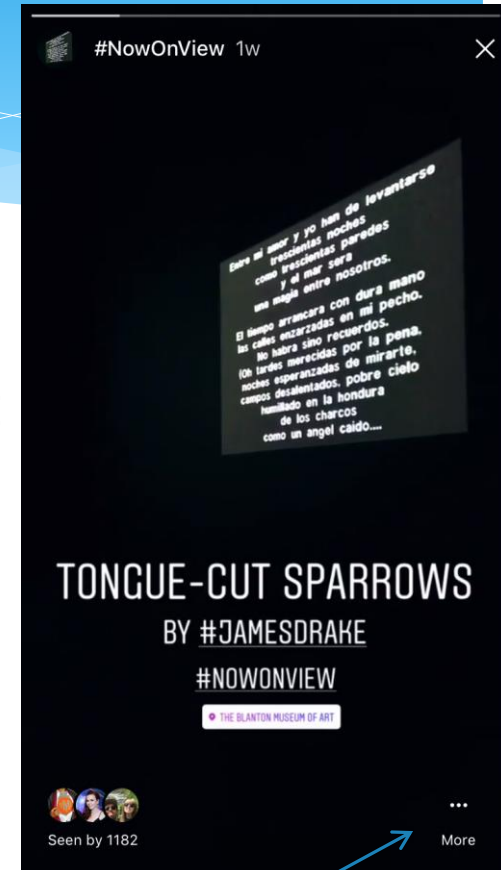
Keep definition simple & direct

Include hashtags in bio*

Insert website link or any other link



Experiment with Stories & highlight useful ones



Click on *More* to Edit Highlight or add/delete stories

SNAPCHAT: Is it right for my business?



PROS

- Fun with Filters: share stories with your followers
- Great way to engage with younger demographic (ensure good content)
- Ability to embed URLs to drive users to more info
- Geo-filters – Create custom filters for your events/organization for visitors = additional publicity for you

CONS

- Time-Consuming: do you have time to post content daily?
- Lack of analytics – only just released and still in testing
- Building your audience – requires dedicated attention
- 100% Mobile – Zero indexing on the web

CASE STUDY

Ellsworth Kelly's Austin

#KellyattheBlanton

- +1.6% in Followers (1/1-2/11/18)
- Strategic Content + NY Times T Magazine
- Opening Day - Event Updates encouraged responses
- 476 uses #KellyattheBlanton (trended at No.3 in Austin on 2/18)
- Has become Blanton's Top Instagram Spot



Sixty Minute Social

MONDAY

- Scan Newsfeed
- 2 Retweets
- #MondayMotivation post

TUESDAY

- Scan Newsfeed
- Engage 2 influencers
- 1 retweet

WEDNESDAY

- Scan Newsfeed
- 2 Retweets
- 2 Tweets

THURSDAY

- Scan Newsfeed
- Follow 5 accs
- 2 Retweets
- Respond to DMs

FRIDAY

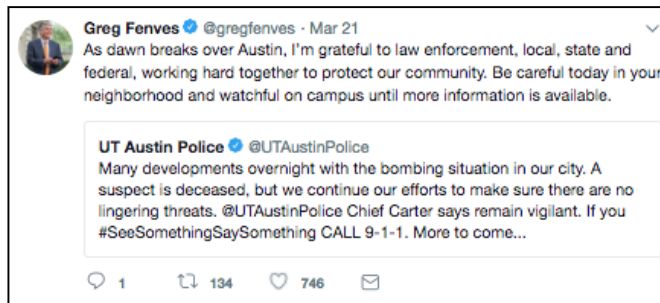
- Scan Newsfeed
- 1 #FollowFriday tweet
- 3 Retweets

WEEKEND

- Scan Newsfeed
- 1 Tweet
- #SundayFunday

Examples of Engagement

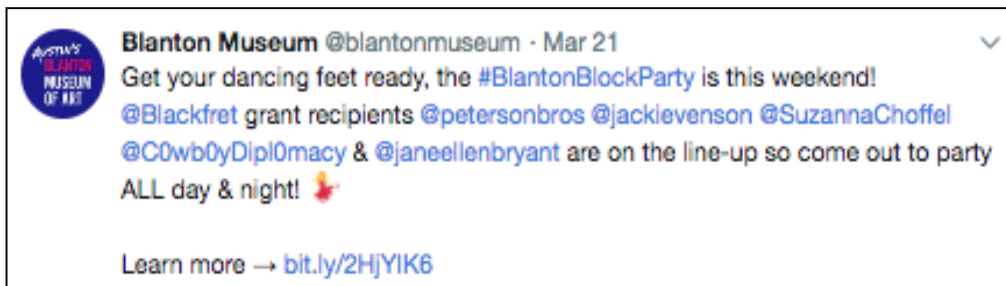
Like content



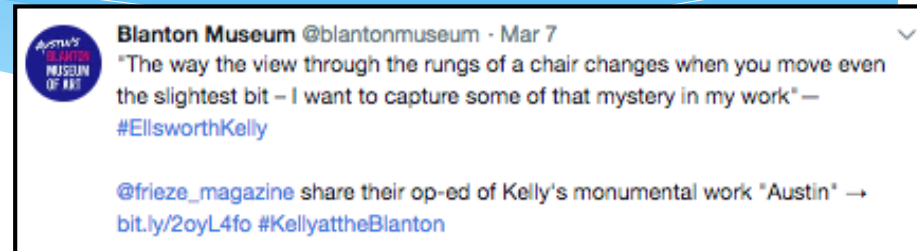
Say thank you



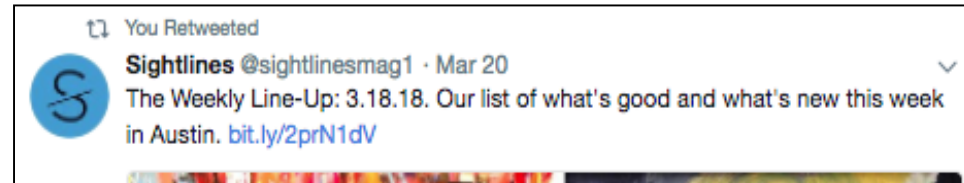
Celebrate your partnerships



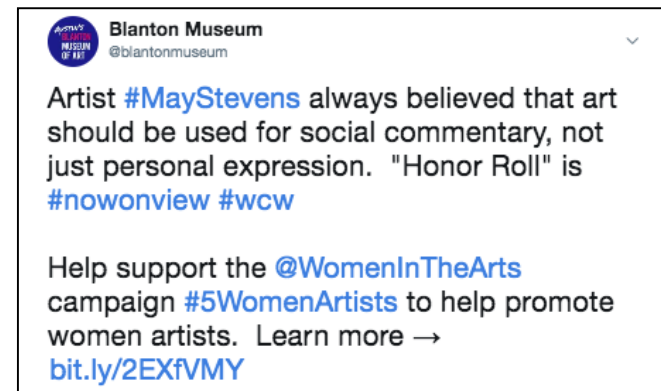
Share a quote/link



Retweet mentions



Join a topical hashtag



Visual Engagement = Good Content

Join in on a trend



Know your audience



Appeal to aesthetics



Be creative

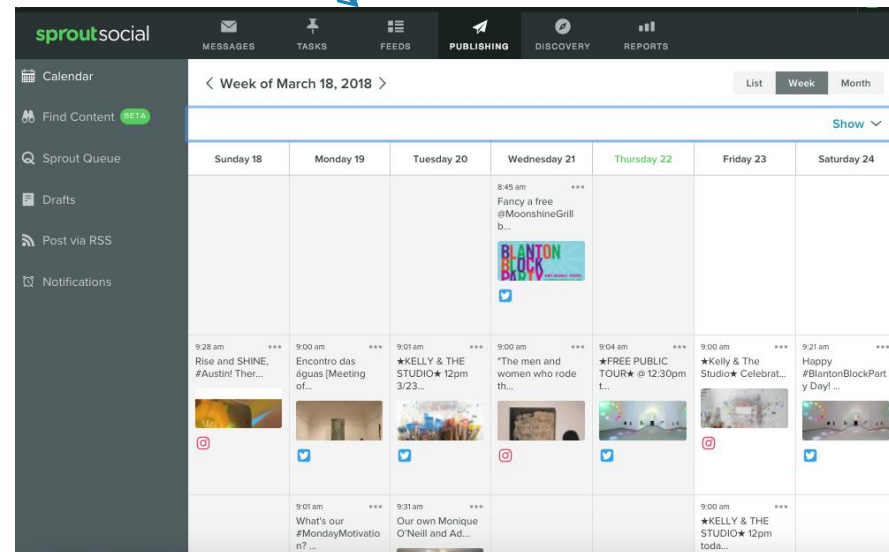
Turning Offline into Online

- * Meet with peers & do social shout-outs to encourage community
- * Identify needs and provide helpful info e.g. [Social Media Planner](#) for performers
- * Engage with influencers, organize Instameets & add hashtags to posters/walls/handouts to encourage User Generated Content (UGC)



Useful Tools – Creating

- DESIGN - Canva - \$12.95 p/month
- EDITORIAL - Social Software (Sprout Social \$9.50 p/month)
- REPOST – Free or \$4.99 without logo
- GIF Makers – ImgPlay Pro - \$2.99
- Research apps and/or work with a designer



Facebook Events

<https://events.fb.com/>

- Invaluable resource for raising awareness of your events
- Better return on organic reach for local events
- Schedule updates in event to keep people interested e.g. venue instructions, parking info, curated Spotify playlist etc.
- Invite, Share, Livestream



BossBabes ATX saw a 50% increase in attendees



Spike in event responses day before event


Useful Tools – Facebook Blueprint

<https://www.facebookblueprint.com/>

facebook blueprint

eLearning Certification In-Person


Start Courses



Connect and Engage With Your Audience Using Facebook Live

Facebook Live is a way for people to broadcast to the world in real time from their mobile devices. Learn about the different types of content you can discuss on Live and best practices on what to do before, during, and after your broadcast.


Enrol



Building Your Mobile Presence With Instagram Business Tools

People come to Instagram to discover new things, including businesses. Instagram Business Tools can help you grow your business presence and easily connect with customers within the Instagram app.

Enrol




Brand Safety Across the Facebook Family of Apps and Services

Our Community Standards describe what is and is not allowed on our platforms. Learn how our policies help to protect our community and the tools advertisers can use to control how and where their brands appear.


Enrol

Useful Tools – Facebook for Nonprofits

<https://nonprofits.fb.com/>

 Nonprofits on Facebook


Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds | More ▾ 🔍



Learn the Basics

Join the 1.5M nonprofits using Facebook Pages to build their communities.


▾



Raise Awareness

Find people who care among a global community of 1.8B people.


▾



Activate Supporters

More than 150 million are connected to a cause on Facebook.

▾



Raise Funds

The Facebook community has raised millions of dollars for causes.

▾

Staying Sane

- * Join Digital Groups relevant to your organization e.g. [Museum Social Media Managers](#)
- * Take timely “Inspiration Breaks”
- * Catch up on the News
- * Invest in your Personal Development
- * Unplug (or at least put Airplane Mode on)

Read blog in full:

<https://medium.com/@BoccaDiStella/staying-sane-in-the-social-media-game-bo8fo857d2>





Questions?